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6. The Head of the British War Mission will keep the British Ambassador at Washington generally informed of the main lines of

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Ambassador Ambassador's advice and assistance, whenever these may be required.

7. The Head of the British War Mission will have full authority to establish Central Offices ; to engage such staff as his experience may show to be necessary ; and to concentrate or group in one or more buildings such of the Departmental Missions as, after investigation, he considers desirable.

8. The expenses of the Head of the British War Mission will be borne on the Treasury Vote. Arrangements will be made forthwith and communicated to the Head of the Mission by the Treasury for placing the necessary credits at his disposal.

The appointment of Lord Northcliffe was, of course, bound t® raise a storm of criticism in certain quarters.

Criticism of the appointment

There were considerable sections of orthodox and tabulated opinion in this country, not altogether confined to one party, to which he had long been a name of reproach for the dash and novelty of his journalistic methods. His newspaper circulations

alone condemned him. There could not be a million genteel readers in the whole Kingdom—certainly not a million over and above the regular readers of the reputable Press. His appeal was to the "ha'penny public"[5] that is, the common people, and must therefore be by methods not sanctioned by convention. The appointment of such a person